



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

Contract # 325364

Schedule Dates 08/08/12-08/14/12
Advertiser Pol/Iss/Americans for Prosperity (11360)
Agency Mentzer Media Services, Inc. (3427)
Product Political - Issue (1068)
Brand 1834 AFP (134340)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1834
Account Types National/Political
Billing Type Standard
Comments AMER FOR PROSPERITY
AMERICANS FOR PROSPERITY

Date Entered 08/03/12
Last Modified 08/03/12
Entered By Jill Hipskind
CO-OP No
Headline # 06262035
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,612.50
Net Total \$77,137.50
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Aug. 2012
Spots 60
Rate \$90,750.00
Grand Total: 60 \$90,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/08/12-08/10/12	2	:30	7A- 8A (EST)				2	2	2			6	\$1,800.00	\$10,800.00	Charlotte (WSOC)	2X MAX/DAY	8/3/12
2.0	Normal Line / Spot	08/08/12-08/10/12	2	:30	8A- 9A (EST)				1	1	1			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
3.0	Normal Line / Spot	08/08/12-08/10/12	3	:30	5P- 5:30P (EST)				1	1	1			3	\$1,700.00	\$5,100.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
4.0	Normal Line / Spot	08/08/12-08/10/12	3	:30	5:30P- 6P (EST)				1	1	1			3	\$1,800.00	\$5,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
5.0	Normal Line / Spot	08/08/12-08/10/12	3	:30	6P- 6:30P (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
6.0	Normal Line / Spot	08/08/12-08/10/12	2	:30	7P- 7:30P (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
7.0	Normal Line / Spot	08/08/12-08/10/12	2	:30	7:30P- 8P (EST)				1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
8.0	Normal Line / Spot	08/08/12-08/10/12	2	:30	11:35P- 12:05A (EST)				1	1	1			3	\$1,000.00	\$3,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
9.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	6A- 7A (EST)							2		2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
10.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	7A- 8A (EST)							2		2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
11.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	8A- 9A (EST)							1		1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
12.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	12P- 12:30P (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
13.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	6P- 6:30P (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
14.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	7A- 8A (EST)							2		2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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15.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	8A-9A (EST)								1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
16.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	12P-12:30P (EST)								1	1	\$500.00	\$500.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
17.0	Normal Line / Spot	08/13/12-08/14/12	2	:30	7A-8A (EST)									4	\$1,800.00	\$7,200.00	Charlotte (WSOC)	2X MAX/DAY	8/3/12
18.0	Normal Line / Spot	08/13/12-08/14/12	2	:30	8A-9A (EST)									2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
19.0	Normal Line / Spot	08/13/12-08/14/12	2	:30	12P-1P (EST)									4	\$700.00	\$2,800.00	Charlotte (WSOC)	2X MAX/DAY	8/3/12
20.0	Normal Line / Spot	08/13/12-08/14/12	3	:30	5P-5:30P (EST)									2	\$1,700.00	\$3,400.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
21.0	Normal Line / Spot	08/13/12-08/14/12	3	:30	5:30P-6P (EST)									2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
22.0	Normal Line / Spot	08/13/12-08/14/12	3	:30	6P-6:30P (EST)									2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
23.0	Normal Line / Spot	08/13/12-08/14/12	2	:30	6:58P-7:30P (EST)									2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
24.0	Normal Line / Spot	08/13/12-08/14/12	2	:30	7:30P-7:56P (EST)									2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
25.0	Normal Line / Spot	08/13/12-08/14/12	2	:30	11:55P-12:05A (EST)									2	\$1,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12

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Accepted Station:

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AUG2/12 18.09
*** WSOC-TV ***

REP. #	OFF. # 220	SALESMAN #
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BUYER NAME ELISE CLOYD

SALES PRSN PH- NICK WELTE

TOWSON, MD 21286

ORDER # CONTRACT # 6262035

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	AMER FOR PROSPERITY	EST#1834	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES AUG8/12 AUG14/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED
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DATE AUG2/12 18.09

REP:

TO JILL
FR JARED
NEW AMERICANS FOR PROSEPRITY ORDER
TOTAL \$90750
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #10211

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE FOR THIS AGENCY. THE ID# FOR THE WEBSITE IS: EMT12009

AMERICANS FOR PROSPERITY

: LINE#	:	REP	:	CD	:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS	:	WEEK	:	DAYS	:	TOTL:
:	:	LINE#	:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK	:	INVT	:	:	:	SPTS:

PROGRAM :	GMA	RA50+ :	5.0	CON COM1 :	2X MAX/DAY
1	700A-800A	30	2	\$1,800.00	8/8
					8/10
					6
					W-F
					6

REP HEADLINE# 6262035
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET
 HARRIS REPORT FROM REP

FAX# 610-225-1191
 AUG2/12 18.09
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			800A-900A PROGRAM : GMA RA50+ : 4.0 CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/8	8/10	3		W-F	3
3			500P-530P PROGRAM : NEWS RA50+ : 5.0 CON COM1 : 1X MAX/DAY	30		\$1,700.00	8/8	8/10	3		W-F	3
4			530P-600P PROGRAM : NEWS RA50+ : 6.0 CON COM1 : 1X MAX/DAY	30		\$1,800.00	8/8	8/10	3		W-F	3
5			600P-630P PROGRAM : NEWS RA50+ : 7.0 CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/8	8/10	3		W-F	3
6			700P-730P PROGRAM : INSIDE EDITION RA50+ : 6.0 CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/8	8/10	3		W-F	3
7			730P-800P PROGRAM : ET RA50+ : 4.0 CON COM1 : 1X MAX/DAY	30		\$2,000.00	8/8	8/10	3		W-F	3
8			1135P-1205A PROGRAM : NIGHTLINE RA50+ : 4.0 CON COM1 : 1X MAX/DAY	30		\$1,000.00	8/8	8/10	3		W-F	3
9			600A-700A PROGRAM : NEWS RA50+ : 3.0	30		\$700.00	8/11	8/11	2		SAT	2

AUG2/12 18.09
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$700.00	8/13	8/14	4		M-TU	4
PROGRAM : NEWS RA50+ : 4.0 CON COM1 : 2X MAX/DAY												
20			500P-530P	30		\$1,700.00	8/13	8/14	2		M-TU	2
PROGRAM : NEWS RA50+ : 5.0 CON COM1 : 1X MAX/DAY												
21			530P-600P	30		\$1,800.00	8/13	8/14	2		M-TU	2
PROGRAM : NEWS RA50+ : 6.0 CON COM1 : 1X MAX/DAY												
22			600P-630P	30		\$2,000.00	8/13	8/14	2		M-TU	2
PROGRAM : NEWS RA50+ : 7.0 CON COM1 : 1X MAX/DAY												
23			700P-730P	30		\$2,000.00	8/13	8/14	2		M-TU	2
PROGRAM : INSIDE EDITION RA50+ : 6.0 CON COM1 : 1X MAX/DAY												
24			730P-800P	30		\$2,000.00	8/13	8/14	2		M-TU	2
PROGRAM : ET RA50+ : 4.0 CON COM1 : 1X MAX/DAY												
25			1135P-1205A	30		\$1,000.00	8/13	8/14	2		M-TU	2
PROGRAM : NIGHTLINE RA50+ : 4.0 CON COM1 : 1X MAX/DAY												
AUG/12 90750.00 CONTRACT TOTAL 90750.00 TOTAL SPOTS 60												

REP HEADLINE# 6262035
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 18.09
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	:	:	:	:	:	:	:	:	:	:	:	:

MARKET TOTALS \$245,270 WSOC 37% WBTW 34% WCNC 23% WCCB 6% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%

SVC- NSI BOOKS- JUL/PJ
 DEMOS- RA50+*